THE EFFECTIVENESS OF WEB ADVERTISING IN INFLUENCING THE PEOPLE IN KLANG VALLEY TOWARDS VISIT MALAYSIA YEAR 2007

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Submitted in Partial Fulfillment of the Requirement for the Bachelor of Business Administration (Hons) Marketing

FACULTY OF BUSINESS MANAGEMENT
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LETTER OF TRASMITTAL

14 May 2007

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE EFFECTIVENESS OF WEB ADVERTISING IN INFLUENCING THE PEOPLE IN KLANG VALLEY TOWARDS VISIT MALAYSIA YEAR 2007" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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DECLARATION OF ORIGINAL WORK

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"DECLARATION OF ORIGINAL WORK"

I, Razilah binti Jalil,

(I/C Number: 830226 -14 - 5222)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: ____________________________ Date: 14 MAY 2007
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ABSTRACT

This research is conducted to carry out “The Effectiveness Of Web Advertising In influencing The people In Klang Valley Towards Visit Malaysia Year 2007”. The main objective is to measure the level of people awareness about Tourism Malaysia website especially During Visit Malaysia Year 2007. As we know, Tourism Malaysia is an organization under government who are responsible to promote Malaysia all around the world. Our government has been spend a lot of money because realizes that tourism industry has potential to increase government revenue after oil industry.

When tourist come and holiday in Malaysia, of course they will spend a lot of their money and automatically it can increase economic growth and it also can give opportunity to local entrepreneur to get a profit towards tourism industry. So, in order to achieve the goals, Tourism Malaysia has been created big events the whole year with one objective which is to attract a lot of tourist to come and holiday in Malaysia. The respondents of this study were the people in Klang Valley. 50 questionnaires has been distributed them. The researcher had been used convenience sampling as a sampling technique.